



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/020,587	10/30/2001	Kirk Beach	213828019US1	5689

25096 7590 10/04/2006

PERKINS COIE LLP
PATENT-SEA
P.O. BOX 1247
SEATTLE, WA 98111-1247

EXAMINER

DURAN, ARTHUR D

ART UNIT PAPER NUMBER

3622

DATE MAILED: 10/04/2006

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary

Application No.

10/020,587

Applicant(s)

BEACH ET AL.

Examiner

Arthur Duran

Art Unit

3622

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE _____ MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 30 October 2001.
2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-26 is/are pending in the application.
4a) Of the above claim(s) _____ is/are withdrawn from consideration.
5) ☐ Claim(s) _____ is/are allowed.
6) ☒ Claim(s) 1-26 is/are rejected.
7) ☐ Claim(s) _____ is/are objected to.
8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. _____.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- 1) ☒ Notice of References Cited (PTO-892)
2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3) ☒ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
Paper No(s)/Mail Date 11/13/02.
4) ☐ Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____.
5) ☐ Notice of Informal Patent Application (PTO-152)
6) ☐ Other: _____.

DETAILED ACTION

1. Claims 1-26 have been examined.

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

2. Claims 1-26 are rejected under 35 U.S.C. 103(a) as being unpatentable over Barnett (6,321,208) in view of Kanter (5,537,314).

Claim 9, 1, 17, 26: Barnett discloses a method useable by at least a first plurality of consumers in connection with coupon redemption comprising:

storing, in at least a first service center, for each said consumer, first consumer identification information for said consumer and an account identification for at least a first account of said consumer (Fig. 9; Fig. 4a, Fig. 6, item 42; col 13, lines 52-60; col 7, line 55-col 8, line 5; col 12, line 14-65);

storing, in an electronic storage device at least first coupon information for each of a plurality of coupons, said first coupon information including a redemption value and a qualifying purchase identification, said first coupon information being accessible by at least one of said first service center computer and a point-of-sale computer system (Fig. 1, 2, 3, 5, 6; col 11, lines 29-44);

Art Unit: 3622

storing, in said point-of-sale computer system, a list of purchases made by each of a second plurality of consumers, and second identification information for each of said second plurality of consumers, at least some of said second plurality of consumers being members of said first plurality of consumers (Fig. 1; Fig. 9, 'Obtain User Data and Product Data'; col 8, line 17-21; col 1, lines 25-28; col 2, line 64-col 3, line 2; col 12, line 25-65);

comparing purchases in said list of purchases with said qualifying purchase identifications of said first coupon information (col 11, lines 29-44);

when a match is identified, defining a matched coupon and a matched consumer (col 11, lines 29-44); and crediting an amount, based on a redemption value of at least said matched coupon, in an account of said matched consumer (col 7, lines 11-20; col 4, lines 64-69; col 11, lines 29-44).

Barnett does not explicitly disclose depositing an amount.

However, Barnett discloses crediting an amount to a user at time of purchase (col 7, lines 11-20) and Barnett discloses providing electronic transfer of an amount to a user at time of purchase (col 4, lines 64-69; col 11, lines 29-44) and Barnett discloses the use of electronic cards (col 3, lines 11-25) and Barnett discloses that the user can be a member of online service providers (col 6, lines 35-42). And, Examiner notes that it is old and well known that online service providers have account information of users such as credit card account information or bank account information. Online service providers have this information in order to bill users for services provided.

Art Unit: 3622

And, Kanter discloses depositing an amount into an account of a user based on a coupon or rebate associated with a product (Fig. 1; col 16, line 37-col 17, line 25; col 9, line 30-47; col 12, lines 55-60; col 15, lines 18-25; col 18, lines 6-21).

Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to add Kanter's depositing an amount to Barnett's crediting an amount to a user for a redemption value for a matched coupon. One would have been motivated to do this in order to provide further convenience options for how the user receives the coupon/rebate amount.

Claim 2, 10, 19: Barnett and Kanter disclose the above and Barnett further discloses that said facilitating computer is said point of sale computer (col 11, lines 29-44; Fig. 1; col 12, line 65- col 13, line 10).

Claim 3, 11, 20: Barnett and Kanter disclose the above and Barnett further discloses that said facilitating computer is said service center computer (Fig. 1; col 12, line 65- col 13, line 10).

Claim 4, 12, 21: Barnett and Kanter disclose the above and Barnett further discloses that said consumer identification information includes information selected from the group consisting of mailing address (col 2, lines 23-33, col 4, lines 32-38) email address and password (col 13, lines 55-60; col 6, lines 37-43; fig. 4a) and other unique identifiers and social security number and online service address (col 7, lines 20-35).

Also, Kanter discloses collecting bank and credit/debit information from a user as disclosed in the rejection of claim 1 above.

Art Unit: 3622

Barnett further discloses that other demographic information can be collected concerning a user (Fig. 9; Fig. 4a, Fig. 6, item 42; col 13, lines 52-60; col 7, line 55-col 8, line 5; col 12, line 14-65).

Also, Examiner notes that online service providers collect a wide range of demographic information concerning a user.

Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made that a variety of demographic information can be collected concerning a user. One would have been motivated to do this in order to better target the user.

Claim 5, 13, 22: Barnett and Kanter disclose the above and Barnett further discloses that said list of purchases is obtained in response to a retail location check-out procedure (col 7, lines 11-20).

Claim 6, 14, 23: Barnett and Kanter disclose the above and Barnett further discloses that said electronic storage device is directly coupled to said service center computer (Fig. 1; col 12, line 65-col 13, line 10).

Claim 7, 15, 24: Barnett and Kanter disclose the above and Barnett further discloses that said service center computer is programmed to store identification of at least a first coupon selected by a consumer, associated with identification information of said consumer (Fig. 1; col 12, lines 25-col 13, line 10).

Claim 8, 16, 18, 25: Barnett and Kanter disclose the above and Barnett further discloses that said first coupon is selected using an Internet communications link (Fig. 7; col 6, lines 29-51).

Art Unit: 3622

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Arthur Duran whose telephone number is (571) 272-6718. The examiner can normally be reached on Mon- Fri, 8:00-4:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Eric Stamber can be reached on (571) 272-6724. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.



Arthur Duran
Primary Examiner
8/7/2006